

**WILDE  
TOAST**

1.0 SEPTEMBER EDITION



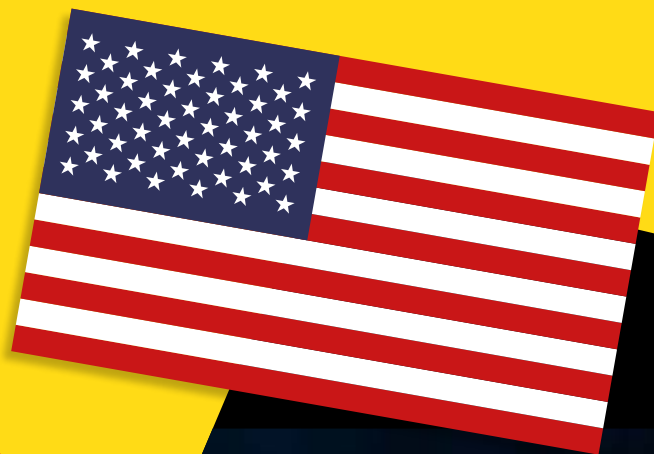
**DRINKS  
INDUSTRY  
RADAR**

# 1 BAMBINI TINIS

Small format martinis are starting to emerge as a trend in the USA and we can see exactly why. Venues such as [Macchialina](#) in Miami Beach and [Tusk](#) offer smaller format martinis for consumers who are loving the opportunity to sample stronger classics without having to commit to a full serve.

It's an interesting evolution which in part will be the drive towards moderation but also the economic squeeze – the psychology of sampling smaller serves rather than going all in on a full size cocktail is obvious.

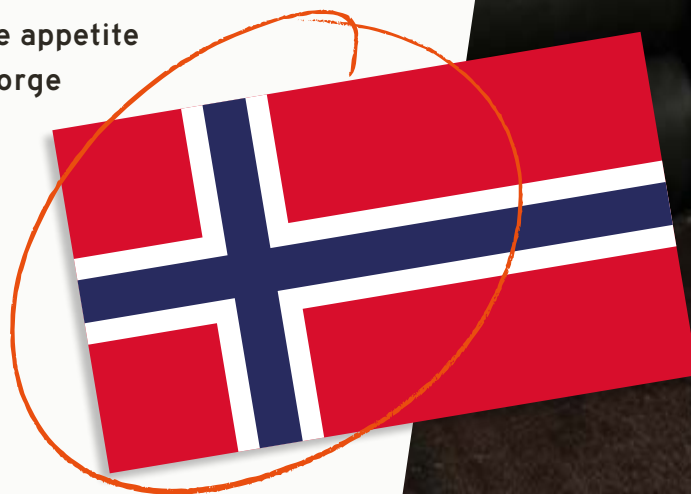
The trend also leans into the desire for consumer experiences in bars – the opportunity to sample a flight of well made martinis is an exciting one for consumers.



# HIMKOK X SONY MUSIC NORWAY PARTNERSHIP

Leading cocktail and music brands collaborating? Yep. Norwegian cocktail legends [Himkok](#) and [Sony Music Norway](#) are getting together to collaborate on Himkok's new menu – Beats and Sips. The premise is simple – 13 signature cocktails matched with 13 tracks by Norwegian artists with on menu QR codes linked to Spotify for streaming.

What does it mean? It's a collaboration on paper which works – music and drinks – but it shows the appetite from major brands to forge meaningful cultural collaborations.



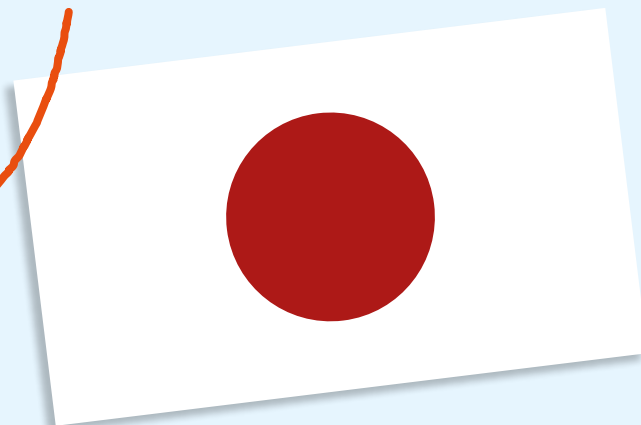
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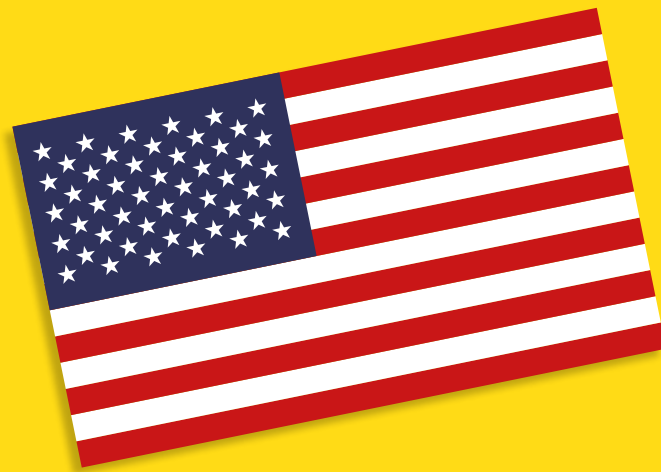
## THE FUTURE LEMON SOUR

RTD innovation from Japan. Asahi Breweries have launched the Future Lemon Sour – a blend of sochu, lemon juice and soda water that sounds delicious to us.

The eye opening innovation is that every can has a slice of real lemon in it, which is revealed after removing the pull off lid.

The sensory experience of removing the lid and being met by a slice of fresh lemon is super innovative. From a consumer experience perspective, this could be a game changer for RTDs, especially cocktails.





# THC BEVERAGES

# 4

The alcohol industry is getting disrupted. THC beverages, both alcoholic and non-alcoholic are in exponential growth over in the states. Every category has THC representation including RTD cocktails, wines, beers and softs.

Now THC beverages are nothing new but the growth and interest in this sector in the last six months has exploded. Fortune Business Insights research tells us that 3.09 billion in 2024 to USD 117.05 billion by 2032, at a CAGR of 57.50% during 2024-2032. Mind-blowing growth.

Europe watch closely.



# HARD TEA RTD'S

# 5



Hard tea RTDs are gathering steam in the USA, with launches in the last few months from [Jack Daniels](#) and [Lipton](#). The market is poised for big growth from a solid global market of over \$3 billion in 2023, with revenue expected to hit just over \$21.6 billion by 2031.

It's a point of interest as hard tea cocktails have been kicking around for a while but the moderation and health trend seems to be having a halo effect on some drinks categories. We have also seen a proliferation of tea usage in cocktails in the on-trade with a number of the North America Top 50 bars using tea as an ingredient across their drinks programmes.



# 6 LOW CARB / LOW SUGAR WINE

The interest in keto friendly wine and particularly the brand Gratsi, online and across socials is huge.

The health wine category has gained a huge amount of attention with consumers (again – moderation and wellness has found huge audiences in certain categories) and Gratsi offers low carb and low sugar wines. The kicker is they have been getting rave reviews for taste from consumers; the golden ticket.

The added dimension – the wine is boxed. Wine purists will be recoiling in horror.

The data shows over the last two years the online brand equity of Gratsi has grown by over 900%.





# MERCH X BARS

Top bars are now becoming strong brands in their own right (Himkok is a perfect example of this) and we are seeing bars capitalise on this through online shops selling branded merch.

In the USA, business merch is evolving. Merch, typically, is god awful, cheap and ick. However, there is a trend among USA business now to invest in high quality merch and sell it – better from a brand management perspective and waaayyy better for the environment.

We are seeing this trickle into bars now – with venues such as Double Chicken Please and Dante offering merch to its loyal customers.





# 8

## SENSORY COCKTAIL MENUS

How do you elevate the customer experience in your bar? In the case of London's Silverleaf, the launch of a sensory cocktail menu is how.

Their [Texture Is Everything](#) cocktail menu explores the feel of drinks, a sense that is not always first to mind when drinking cocktails. With categories such as Delicate and Effervescent, the menu aims to shine light on the contribution texture has to the overall experience of drinking cocktails. To say we are here for it is an understatement. Texture is a key component in culinary development and so it should be in liquid.

This menu is a step forward, educating customers, in the deep level of development that goes into top drinks programmes. It is also a further sign of the importance of experience for consumers and the trend towards innovative simplicity in cocktails.

